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SINO-i TECHNOLOGY LIMITED

中國數碼信息有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 250)

PROFIT WARNING

This announcement is made by Sino-i Technology Limited (the “**Company**”, and together with its subsidiaries, collectively as the “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) hereby informs the shareholders and potential investors of the Company that the Group is expected to record a loss for the six months ended 30 June 2021 of not greater than HK\$41 million as compared to the profit for the six months ended 30 June 2020 of approximately HK\$49.71 million.

The loss for the six months ended 30 June 2021 is mainly due to: (1) the Group has further increased its investment in digital commerce business under the Online Merge Offline (“**OMO**”) strategy. The Group has not only continued to make investment in research and development, it has, in order to satisfy the operational needs of the customers, also set up a new professional localized customer success team to provide integrated e-commerce service solutions for the customers which enable the customers to create online and offline sales channels successfully and achieve digital transformation, the aforesaid has resulted in an increase in the related expenses; and (2) although the new digital commerce business and digital marketing promotion business has brought significant cash inflow during the period, the revenue recognised in accordance with satisfaction of performance obligation did not reflect the growth of the business for the current reporting period simultaneously.

The information contained in this announcement is solely based on a preliminary assessment by the management of the Company on the unaudited consolidated management accounts of the Group for the six months ended 30 June 2021, which have not been reviewed by the audit committee of the Company. Such financial information will be subject to finalization and necessary adjustments. The interim results announcement of the Group for the six months ended 30 June 2021 is expected to be published later this month and the corresponding 2021 interim report will be published subsequently.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Sino-i Technology Limited
Liu Rong
Chairlady

Hong Kong, 6 August 2021

As at the date of this announcement, the directors of the Company are as follows:

Executive directors:

Ms. Liu Rong
Mr. Yu Pun Hoi
Mr. Chen Ming Fei

Non-executive directors:

Mr. Lam Bing Kwan
Mr. Cheng Chih-Hung

Independent non-executive directors:

Mr. Fung Wing Lap
Mr. Xiao Sui Ning
Mr. Ho Yeung Nang